

# PROFILE OF TOURIST BY ASPECTS INFLUENCING THE DESTINATION CHOICE (2019)

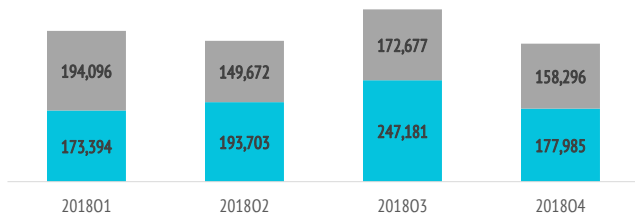
## EXOTICISM

### How many are they and how much do they spend?

	Exoticism	Total
<b>TOURISTS</b>		
<b>Tourist arrivals (FRONTUR)</b>	<b>n.d.</b>	<b>15,110,866</b>
<b>Tourist arrivals &gt; 15 years old (EGT)</b>	<b>1,467,003</b>	<b>13,271,035</b>
- book holiday package	792,262	7,426,022
- do not book holiday package	674,741	5,845,014
- % tourists who book holiday package	54.0%	56.0%
Share of total tourist	11.4%	100%

### TOURISTS MOTIVATED BY EXOTICISM

■ do not book holiday package ■ book holiday package



	Exoticism	Total
<b>Expenditure per tourist (€)</b>	<b>1,089</b>	<b>1,136</b>
- book holiday package	1,215	1,268
- holiday package	968	1,031
- others	248	237
- do not book holiday package	941	967
- flight	253	263
- accommodation	268	321
- others	420	383
<b>Average length of stay</b>	<b>8.84</b>	<b>9.09</b>
- book holiday package	8.24	8.64
- do not book holiday package	9.55	9.68
<b>Average daily expenditure (€)</b>	<b>135.4</b>	<b>138.9</b>
- book holiday package	156.5	155.4
- do not book holiday package	110.6	117.9
<b>Total turnover (&gt; 15 years old) (€m)</b>	<b>1,598</b>	<b>15,070</b>
- book holiday package	963	9,416
- do not book holiday package	635	5,655

### AVERAGE LENGTH OF STAY (nights)



### EXPENDITURE PER TOURIST (€)



### Importance of each factor in the destination choice

	Exoticism	Total
Exoticism	100%	11.4%
Climate	84.9%	78.4%
Authenticity	75.1%	20.3%
Tranquility	73.4%	47.6%
Safety	72.2%	51.9%
Price	70.0%	37.4%
European belonging	63.7%	36.1%
Sea	62.6%	44.4%
Landscapes	60.9%	33.1%
Environment	59.1%	33.2%
Beaches	56.8%	37.7%
Accommodation supply	56.6%	42.9%
Effortless trip	51.8%	35.2%
Fun possibilities	47.2%	21.1%
Gastronomy	43.0%	23.2%
Culture	25.2%	8.0%
Shopping	24.8%	9.4%
Historical heritage	23.7%	8.2%
Nightlife	21.8%	8.0%
Hiking trail network	20.5%	9.6%

Each aspect is rated individually ("Not important", "Somewhat important", "Quite important", "Very important")

% of tourists who indicate that the factor is "very important" in their choice.

### What is the main motivation for their holidays?

	Exoticism	Total
Rest	48.6%	55.5%
Enjoy family time	12.7%	14.4%
Have fun	11.7%	8.6%
Explore the destination	24.3%	17.8%
Practice their hobbies	1.4%	1.9%
Other reasons	1.4%	1.8%

### EXPLORE THE

Exoticism 24.3%



Total 17.8%

### How far in advance do they book their trip?

	Exoticism	Total
The same day	1.3%	0.7%
Between 1 and 30 days	26.4%	23.8%
Between 1 and 2 months	23.5%	22.8%
Between 3 and 6 months	29.9%	32.7%
More than 6 months	18.9%	20.0%

### % TOURISTS BOOKING BETWEEN 1 AND 30 DAYS IN ADVANCE

EXOTICISM  
26.4%



TOTAL  
23.8%

Picture: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who indicate that exoticism is "very important" in their choice.

Note: Tourists under 16 years old are excluded. In order to calculate percentages, "Not applicable" and "No answer" have been excluded.

# PROFILE OF TOURIST BY ASPECTS INFLUENCING THE DESTINATION CHOICE (2019)

## EXOTICISM



### What channels did they use to get information about the trip?

	Exoticism	Total
Previous visits to the Canary Islands	41.1%	51.9%
Friends or relatives	32.8%	27.1%
Internet or social media	54.2%	54.7%
Mass Media	2.5%	1.6%
Travel guides and magazines	9.9%	8.4%
Travel Blogs or Forums	7.9%	5.7%
Travel TV Channels	1.3%	0.8%
Tour Operator or Travel Agency	20.5%	22.6%
Public administrations or similar	0.7%	0.4%
Others	2.8%	2.4%

\* Multi-choice question

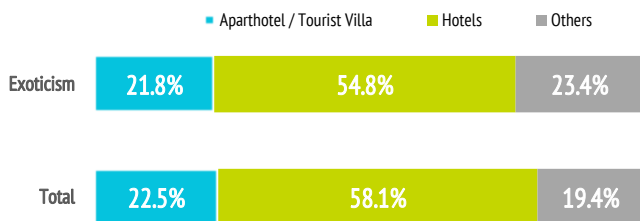
### With whom did they book their flight and accommodation?

	Exoticism	Total
<b>Flight</b>		
- Directly with the airline	45.2%	42.9%
- Tour Operator or Travel Agency	54.8%	57.1%
<b>Accommodation</b>		
- Directly with the accommodation	33.1%	31.5%
- Tour Operator or Travel Agency	66.9%	68.5%

### Where do they stay?

	Exoticism	Total
1-2-3* Hotel	11.7%	11.5%
4* Hotel	35.4%	37.6%
5* Hotel / 5* Luxury Hotel	7.8%	9.0%
Aparthotel / Tourist Villa	21.8%	22.5%
House/room rented in a private dwelling	7.1%	5.9%
Private accommodation (1)	8.5%	7.2%
Others (Cottage, cruise, camping,...)	7.8%	6.3%

(1) Own property /House of friends or relatives / Free housing exchange / Other private accommodation.



### What do they book?

	Exoticism	Total
Room only	28.2%	27.9%
Bed and Breakfast	11.8%	12.4%
Half board	18.8%	21.2%
Full board	5.0%	3.6%
All inclusive	36.3%	34.9%

”  
**36.3%** of tourists book all inclusive.  
 (Canary Islands: 34.9%)

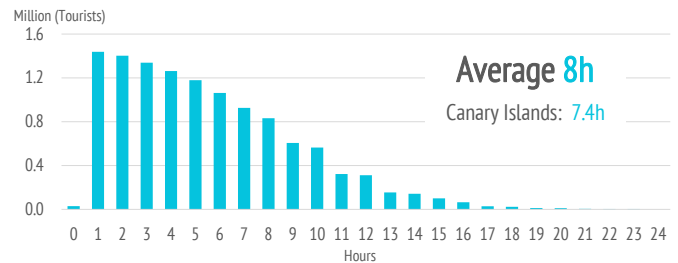
### Other expenses

	Exoticism	Total
Restaurants or cafes	56.6%	59.1%
Supermarkets	51.0%	52.1%
Car rental	29.5%	26.3%
Organized excursions	25.1%	20.6%
Taxi, transfer, chauffeur service	44.3%	50.0%
Theme Parks	9.6%	7.5%
Sport activities	5.3%	5.7%
Museums	5.6%	4.6%
Flights between islands	5.8%	4.4%

### Activities in the Canary Islands

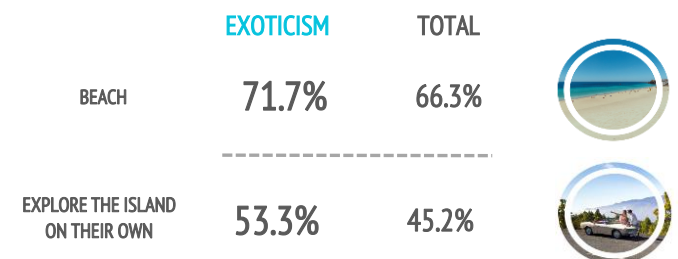
Outdoor time per day	Exoticism	Total
0 hours	2.0%	2.1%
1 - 2 hours	6.8%	9.8%
3 - 6 hours	28.1%	32.6%
7 - 12 hours	52.6%	47.1%
More than 12 hours	10.5%	8.4%

### TOURISTS BY HOURS A DAY OUT OF THE ACCOMMODATION



Activities in the Canary Islands	Exoticism	Total
Beach	71.7%	66.3%
Walk, wander	70.7%	69.8%
Swimming pool, hotel facilities	59.4%	58.2%
Explore the island on their own	53.3%	45.2%
Taste Canarian gastronomy	27.2%	24.2%
Organized excursions	21.4%	16.9%
Nightlife / concerts / shows	20.5%	15.5%
Theme parks	19.6%	14.1%
Sea excursions / whale watching	14.9%	11.1%
Nature activities	14.4%	10.4%
Sport activities	14.3%	13.4%
Wineries / markets / popular festivals	13.6%	11.6%
Museums / exhibitions	13.1%	10.1%
Activities at sea	12.2%	10.0%
Beauty and health treatments	6.6%	5.4%
Astronomical observation	5.1%	3.5%

\* Multi-choice question



# PROFILE OF TOURIST BY ASPECTS INFLUENCING THE DESTINATION CHOICE (2019)

## EXOTICISM



### Which island do they choose?

Tourist > 15 years old	Canarias	Lanzarote	Fuerteventura	Gran Canaria	Tenerife	La Palma
Tourists motivated by exoticism	1,467,003	250,873	171,921	364,626	645,938	25,052
- Share by islands	100%	17.1%	11.7%	24.9%	44.0%	1.7%
Total tourists	13,271,035	2,521,668	1,659,115	3,698,127	5,040,382	235,409
- Share by islands	100%	19.0%	12.5%	27.9%	38.0%	1.8%
% Tourists motivated by exoticism	11.4%	10.1%	10.5%	10.4%	13.1%	10.7%

### How many islands do they visit during their trip?

	Exoticism	Total
One island	88.7%	91.4%
Two islands	9.1%	7.2%
Three or more islands	2.1%	1.4%

### Internet usage during their trip

	Exoticism	Total
<b>Research</b>		
- Tourist package	15.5%	14.8%
- Flights	12.5%	13.0%
- Accommodation	16.2%	16.9%
- Transport	17.1%	15.7%
- Restaurants	29.5%	28.4%
- Excursions	29.2%	26.2%
- Activities	31.9%	30.1%
<b>Book or purchase</b>		
- Tourist package	37.8%	39.4%
- Flights	68.1%	66.7%
- Accommodation	58.4%	57.3%
- Transport	51.1%	47.6%
- Restaurants	17.7%	12.1%
- Excursions	19.6%	13.0%
- Activities	22.1%	14.7%

\* Multi-choice question

Internet usage in the Canary Islands	Exoticism	Total
<b>Did not use the Internet</b>	<b>7.8%</b>	<b>8.3%</b>
<b>Used the Internet</b>	<b>92.2%</b>	<b>91.7%</b>
- Own Internet connection	41.4%	37.4%
- Free Wifi connection	32.0%	39.5%
<b>Applications*</b>		
- Search for locations or maps	67.0%	61.7%
- Search for destination info	46.5%	44.8%
- Share pictures or trip videos	61.0%	56.0%
- Download tourist apps	8.5%	7.0%
- Others	16.2%	22.6%

\* Multi-choice question

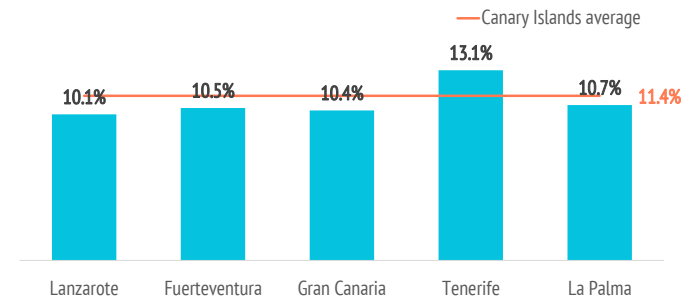


**61% of tourists share pictures or trip videos during their stay in the Canary Islands**

(Canary Islands: 56%)



### % TOURISTS BY ISLANDS

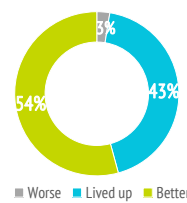


### How do they rate the Canary Islands?

Satisfaction (scale 0-10)	Exoticism	Total
Average rating	9.00	8.70

Experience in the Canary Islands	Exoticism	Total
Worse or much worse than expected	2.5%	2.3%
Lived up to expectations	43.2%	55.6%
Better or much better than expected	54.2%	42.1%

Future intentions (scale 1-10)	Exoticism	Total
Return to the Canary Islands	8.94	8.73
Recommend visiting the Canary Islands	9.23	8.95



Experience in the Canary



8.94/10

Return to the Canary Islands



9.23/10

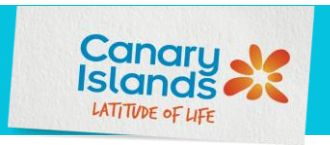
Recommend visiting the Canary Islands

### How many are loyal to the Canary Islands?

	Exoticism	Total
<b>Repeat tourists</b>	<b>58.9%</b>	<b>72.2%</b>
Repeat tourists (last 5 years)	54.5%	66.7%
Repeat tourists (last 5 years) (5 or more visits)	13.1%	19.5%
<b>At least 10 previous visits</b>	<b>12.0%</b>	<b>18.6%</b>

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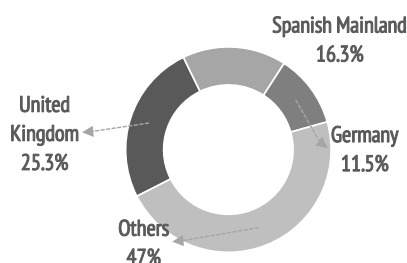
## EXOTICISM



### Where are they from?



	%	Absolute
United Kingdom	25.3%	371,007
Spanish Mainland	16.3%	239,721
Germany	11.5%	168,803
France	7.7%	113,354
Poland	6.4%	93,330
Netherlands	5.6%	82,354
Belgium	4.0%	58,156
Ireland	3.5%	51,998
Italy	3.5%	51,966
Denmark	2.2%	31,760
Sweden	1.4%	21,160
Switzerland	1.4%	20,724
Finland	1.1%	16,615
Russia	1.1%	15,817
Norway	1.0%	14,333
Czech Republic	0.9%	12,871
Austria	0.6%	8,602
Others	6.4%	94,431



### Who do they come with?



	Exoticism	Total
Unaccompanied	9.5%	9.6%
Only with partner	46.0%	48.1%
Only with children (< 13 years old)	6.4%	5.6%
Partner + children (< 13 years old)	5.8%	6.5%
Other relatives	11.8%	9.3%
Friends	7.0%	6.4%
Work colleagues	0.2%	0.5%
Organized trip	0.2%	0.3%
Other combinations <sup>(1)</sup>	13.2%	13.7%

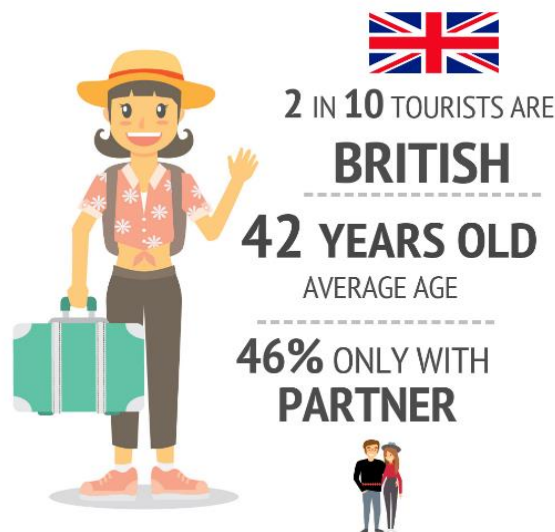
(1) Different situations have been isolated

<b>Tourists with children</b>	<b>18.4%</b>	<b>17.7%</b>
- Between 0 and 2 years old	1.7%	1.6%
- Between 3 and 12 years old	14.9%	14.8%
- Between 0 -2 and 3-12 years	1.8%	1.4%
<b>Tourists without children</b>	<b>81.6%</b>	<b>82.3%</b>
<b>Group composition:</b>		
- 1 person	13.5%	13.2%
- 2 people	53.3%	55.1%
- 3 people	12.3%	12.0%
- 4 or 5 people	17.6%	16.3%
- 6 or more people	3.3%	3.5%
<b>Average group size:</b>	<b>2.56</b>	<b>2.54</b>

### Who are they?



	Exoticism	Total
<b>Gender</b>		
Men	46.2%	48.6%
Women	53.8%	51.4%
<b>Age</b>		
Average age (tourist > 15 years old)	41.6	47.1
Standard deviation	15.1	15.4
<b>Age range (&gt; 15 years old)</b>		
16 - 24 years old	13.2%	7.3%
25 - 30 years old	16.8%	10.9%
31 - 45 years old	32.0%	28.0%
46 - 60 years old	24.5%	31.8%
Over 60 years old	13.5%	22.1%
<b>Occupation</b>		
Salaried worker	56.7%	55.0%
Self-employed	13.4%	11.5%
Unemployed	2.0%	1.1%
Business owner	9.2%	9.4%
Student	5.5%	3.5%
Retired	11.3%	17.9%
Unpaid domestic work	0.7%	0.8%
Others	1.1%	0.8%
<b>Annual household income level</b>		
Less than €25,000	24.8%	17.5%
€25,000 - €49,999	41.1%	37.5%
€50,000 - €74,999	18.5%	22.8%
More than €74,999	15.7%	22.2%
<b>Education level</b>		
No studies	5.1%	5.0%
Primary education	2.7%	2.6%
Secondary education	24.9%	23.6%
Higher education	67.3%	68.9%



Pictures: Freepik.com

Source: Encuesta sobre el Gasto Turístico (ISTAC). Profile of tourist who indicate that exoticism is "very important" in their choice.

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